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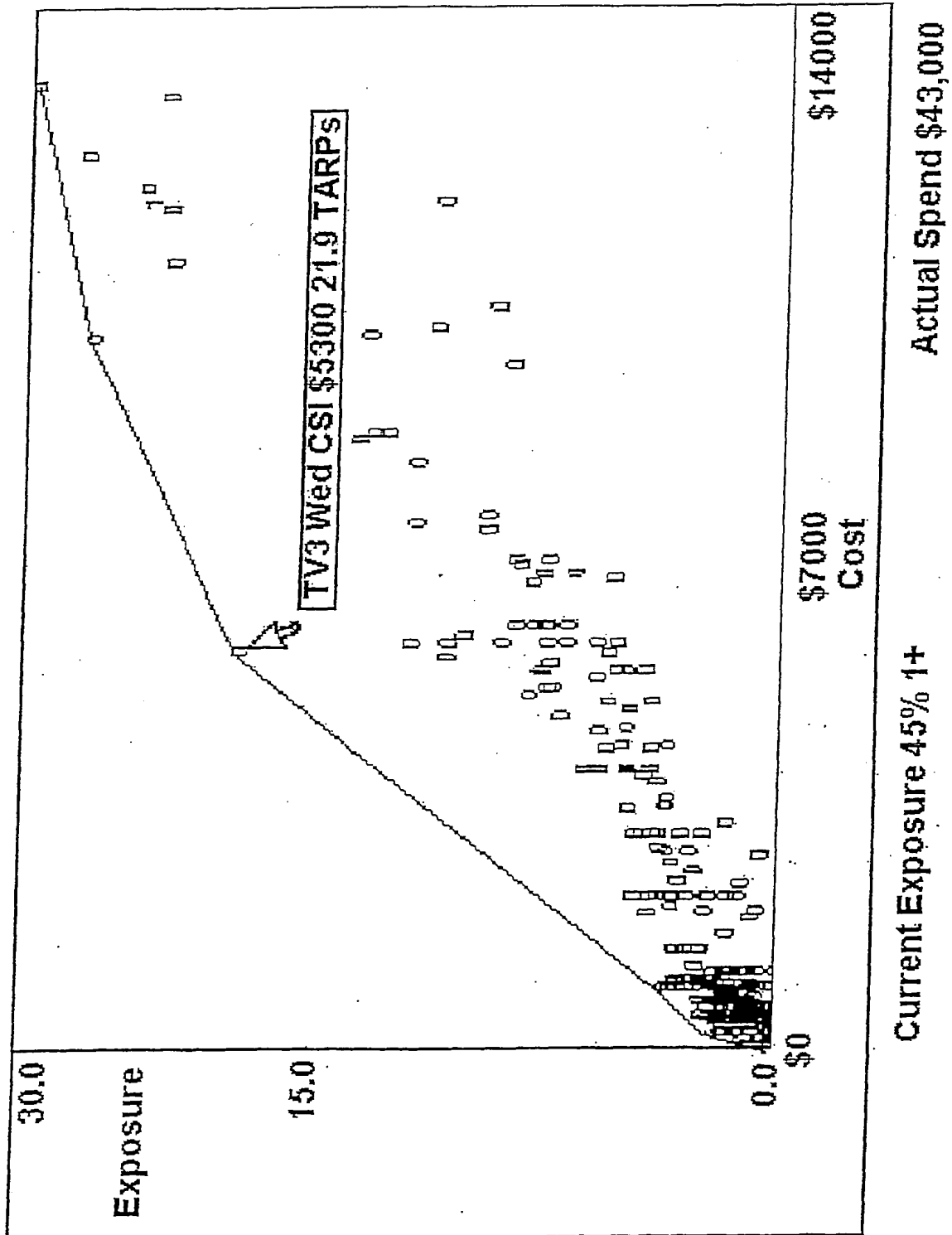


Figure 1

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**Client**

Bisleys Brewing

Add Modify Delete

**Previous Booking Session**

Which recent weeks do you wish to use for the ratings protection?

01/06/03 25/05/03 18/05/03 11/05/03

4 Weeks Selected

Booking Description

**New Booking Session**

**Product**

Bisleys Brewing

Add Modify Delete

**Demographic**

All 05+

Typical Sample = 1029 Potential = 3600.0

Second demographic group

**Week Commencing**

20/07/03 27/07/03 03/08/03 10/08/03 17/08/03 24/08/03 31/08/03

Add Last Year

1 Weeks Selected

**Channel**

TV2 TV3 TV4 Prime

All channels

New Booking Session

Return to Menu

Figure 2

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Time: 1000-2229  
 Days: All Days  
 Channels: TV1  
 Week Commencing: 06/07/03  
 Demographic group: All 05+

Visual Optimiser Display Parameters

Programmes available: 169

Schedule Objectives

Reach target: 50 %

Single Frequency Target: 1 +

Reach Corridor: 2 - 5

Budget Limit: \$ 250,000

Pre-filter programme selection (optional)

Minimum TARP: 1.0

Maximum CPT: 750.0

Start Time: 1000  
 End Time: 2229

SUN  
 MON  
 TUE  
 WED  
 THU  
 FRI  
 SAT

All Mid End

R&F in the selected time period(s)

01 Jun 2003 - 07 Jun 2003  
 25 May 2003 - 31 May 2003  
 18 May 2003 - 24 May 2003  
 11 May 2003 - 17 May 2003  
 04 May 2003 - 10 May 2003  
 27 Apr 2003 - 03 May 2003  
 20 Apr 2003 - 26 Apr 2003

4 date ranges selected

OK Cancel

Figure 3

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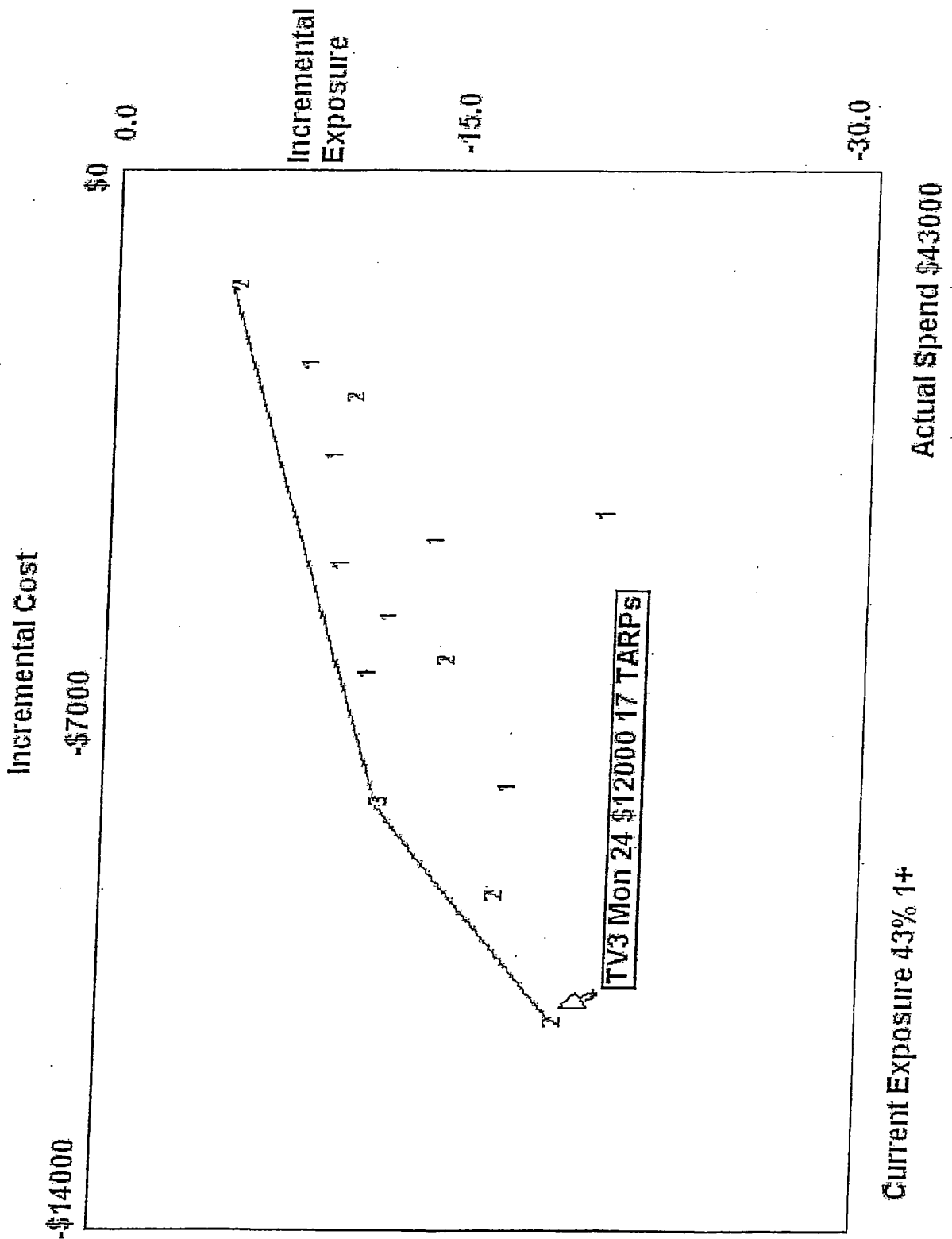


Figure 4

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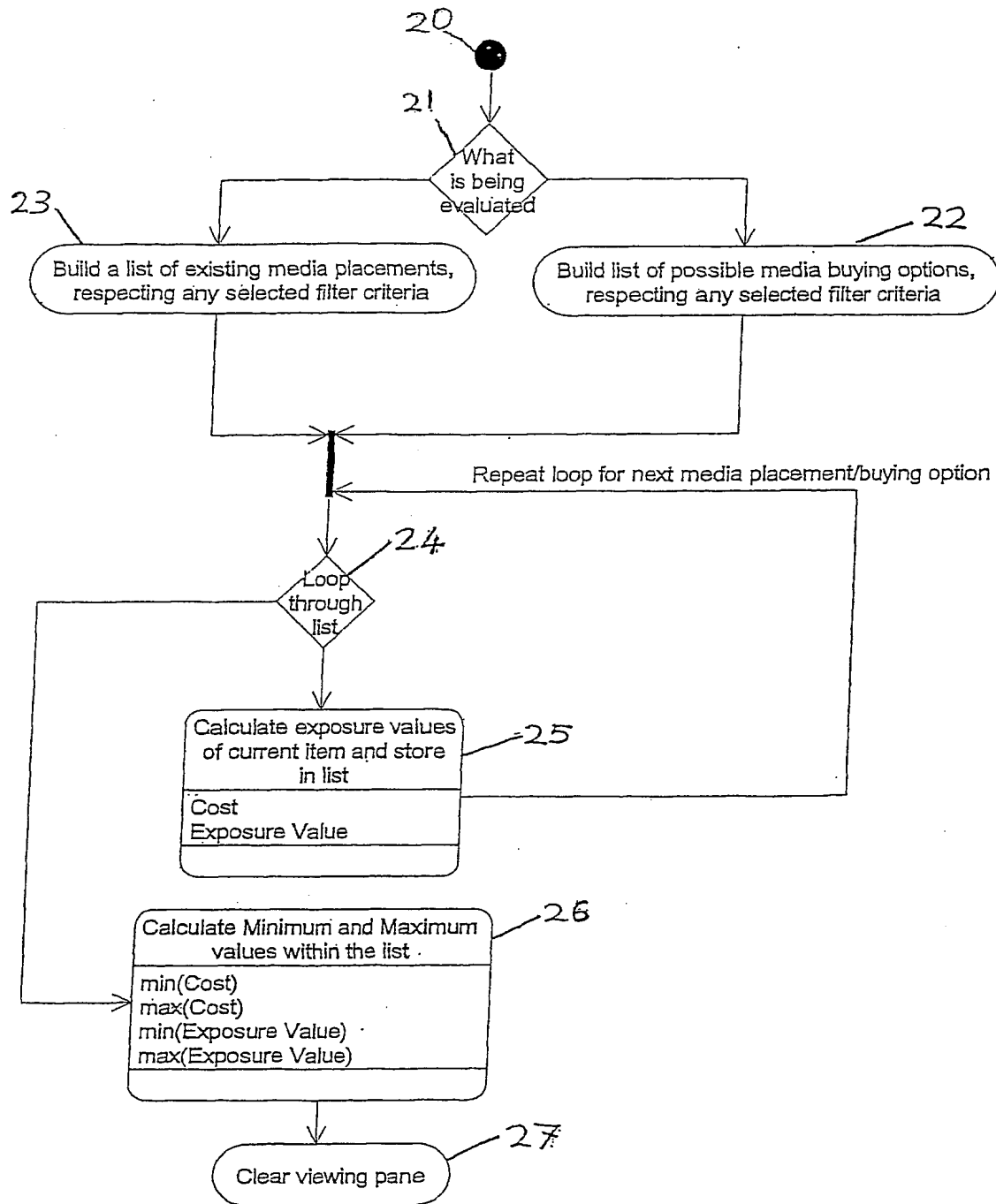


Figure 5

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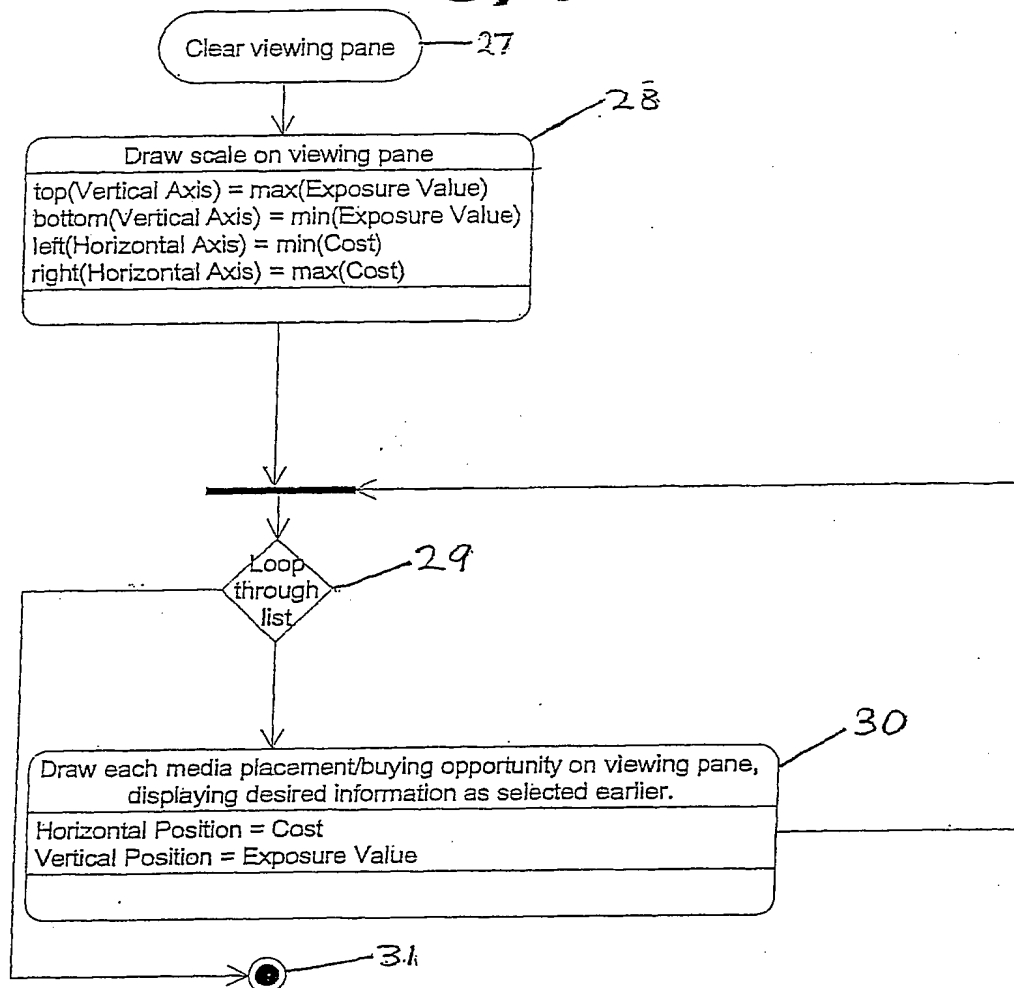


Figure 5 cont

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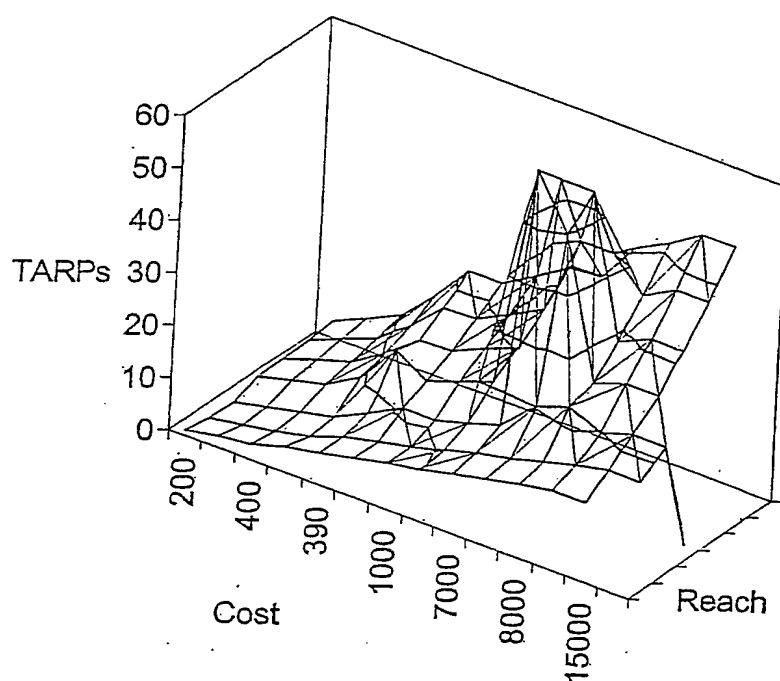


Figure 6